

IL NOSTRO GIORNALE E' VOSTRO Esso e di Tutti, ma non e di Nessuno E' per Tutti, ma non e per Nessuno

IL GLADIATORE

"NON TI CURAR DI LOR
MA GUARDA E PASSA"
— Dante

THE ONLY ITALIAN NEWSPAPER IN ALABAMA AND OFFICIAL ORGAN OF THE ITALIAN SOCIETIES

GIORNALE PUBBLICATO NEGLI INTERESSI DELLA COLONIA ITALIANA

Birmingham, Alabama, November 5th, 1932

No. 3

ANNO XXVI

A message to Mr. Hoover and Mr. Roosevelt

Both President Hoover and Governor Roosevelt are called upon to state their views on certain subjects which next to paramount economic issues lie closest to the hearts of the 8,000,000 American citizens of foreign birth, in a resolution adopted by the Board of Trustees of the Foreign Language Information Service.

As a result of a survey of foreign language press in presidential campaign, the Foreign Language Information Service, declares Read Lewis, its Director, "has become increasingly aware of dissatisfaction over failure of the Republican and Democratic platforms to deal with certain humanitarian questions which are of vital interest of the foreign born and their children. Preventing discrimination against workers of foreign birth in industry and public service, equality of relief and opportunities, facilitating naturalization by lowering the present fees and removing other unreasonable obstacles, correcting the injustices of our deportation procedure, are among the specific matters of policy upon which an expression from candidates of both major parties is being sought by the F. L. I. S."

The resolution which has been sent to President Hoover and Governor Roosevelt reads as follows:

"WHEREAS since the adoption of the National Platform of the Republican and Democratic Parties, the Foreign Language Information Service has been made increasingly aware of dissatisfaction among our naturalized citizens over failure of these Platforms to deal with certain matters of policy and legislation in which they are vitally interested, and

"WHEREAS eight million of our citizens are men and women of foreign birth, and nearly one-third of our population is composed of immigrants and their children, and

"WHEREAS the great section of our people are especially interested in the modification of existing legislation and regulations to the end that separated families may be reunited, that excessive fees and other deterrents to the naturalization of those eligible to citizenship be removed, that discrimination against those of foreign birth who have been legally admitted to this country be prevented, and

"Whereas the policy of the President and his administration on these questions vitally concerns and affects not only this great group of Americans but the well-being of the nation as a whole, and

"WHEREAS neither Republican nor Democratic Platform refers to these questions, now therefore be it

"RESOLVED, that the Board of Trustees of the Foreign Language Information Service do hereby urge upon the Republican and Democratic candidates for an early public expression of their attitude on these questions, and be it further

"RESOLVED, that copies of these resolutions be sent to President Herbert Hoover, the White House, Washington, D. C., and to Governor Franklin D. Roosevelt, the Executive Offices, Albany, New York."

Community Chest

We need to only say a few words to our readers of this paper and that it is the campaign of the Community Chest here, and do not fail to do your duty.

When the committee call on you, open your door with a smile, your heart with humanitarian feeling, put your hand in your pocket and give all you can. Make up your mind that to help others, you will help yourself. You can never hope to increase prosperity with selfishness. The world needs noble characters and this is the time to show yours.

Your character is plainly written in your face. "Beautiful thoughts light up the features." No matter how much you will give so long as you play the rule of a good Samaritan.

Let's go over the TOP.

Commemorazione Fascista

La sala del Dante Club, Venerdì, sera 28 ottobre aveva un aspetto di una grande gala.

Nelle pareti e nel soffitto era tappezzata di bandiere Italiane-Americane; nello sfondo, del piccolo palcoscenico una selva di bandiere di varie società facevano corona ai grandi quadri del Re e Mussolini.

Signore, Signorine e Signori con una certa aria di gioia prendeva i loro posti. La sala era fredda, e nel viso di tutti si scorgeva quel sentimento di fraternità. Strette di mani tra gli amici e conoscenti i quali, per una tale occasione si erano riuniti, si raccontavano le loro vicende della vita.

Alle ore 8-20 P. M. il Chairman Sig. Giocchino Brano, apre la commemorazione con una preghiera, e spiega il significato della cerimonia, fatto cioè presenta immediatamente il Toastmaster della cerimonia - Sig. W. Pickard, il quale in Inglese, dà un significativo della commemorazione e sul fascismo. Il Sig. Pickard presenta poi il Sig. Vice Console Regente G. A. Firpo, il quale in forma ufficiale, ri fa, la storia della fondazione della sua fondazione fino ad oggi, lo svolgimento delle sue opere e del suo programma, poderoso, per la grandezza della patria.

Il discorso del Console viene applaudito incessantemente. Viene presentato il Cav. Frank Deedmeier Avvocato locale, il quale fu anche Console al servizio del governo Italiano lungo tempo fa; il Cav. Deedmeier ben conoscitore del sistema governativo Italiano fece una grafica illustrazione del sistema passato e dei governi con il sistema fascista di oggi, inneggiando al Fascismo la salvezza d'Italia, dipingendo Mussolini uno dei 3 grandi uomini della storia passata e moderna.

Altri oratori, il Prof. Adolfo Dumini, il quale si trova in Birmingham da più di un anno causa la Mostra, e che si trovava in Italia al momento della salita al potere il Fascismo, diede un riassunto delle varie fasi ed incidenti e che lui medesimo vi fu nella mischia dei tafferugli, tra fascisti ed anti.

Poi il Sig. Frank Mazzara vice-Chairman del comitato, il quale dice che se il Fascismo è portato un ordinamento e disciplina ad un popolo di 42 milioni, questo stesso spirito dovrebbe verificarsi in mezzo

La Ceebrazione Del XI Novembre

La Benemerita società Vittorio Emanuele III di Enaley, Ala. di cui porta il nome del Re d'Italia, celebrerà con una solenne commemorazione la nascita del Re Vittorio.

L'anno scorso la suddetta società commemorò il suo 25mo anniversario della sua fondazione con un magnifico programma e così anche questo anno cercherà di solennizzare una data storica.

La società V. E. III, è una della più stabile, ben diretta e numerosa società del distretto.

Coloro che a diriglono sono uomini di senno, il Sig. Lorino Artare, Di Primo, Lombardo, Giattina Campisi ed altri che con instancabile zelo non hanno mai mancato di tenere acceso a fiamma della Patria lontana.

Il programma che si svolgerà il giorno 11 Novembre è stato già elaborato dal comitato tutte le società del distretto saranno rappresentate, come anche altre autorità.

La ceebrazione sarà fatta nella sala del Columbus Hall ad Enaley alle ore 7 P. M. concerto musicale con inni nazionali sarà dato dalla banda del giovane Prof. Gagliano.

all'nostra colonia di questo distretto.

Il Mazzara evoca il vangelo e una più fratellanza in mezzo a noi ed iniegna a Mussolini ed il fascismo.

Viene presentato il piccolo Elviro Di Laura, Jr. di 7 anni, il quale canta le due strofe della Bandiera Italiana, agitando tra il canto il Tricolore, che viene freneticamente applaudito.

Viene presentato l'Editore del Il Gladiatore Sig. Elviro Di Laura, il quale descrive l'eroica e magnifica dell'Errore Garibaldi. Il Di Laura dice che "Lo spirito del Fascismo, che oggi ha nuovamente incamminato l'Italia sulle vie luminose della grandezza e lo stesso spirito Eroeico che rese possibile le geste magnifiche dell'Eroe Garibaldi."

Poi il Sig. Salvatore Rannieri il quale spiega la grandezza d'Italia e della sua civiltà, iniegna al fascismo e alla unità della nostra comunità. Viene presentato il Sig. A. Romeo il quale dice che con tale occasione più, frequente porterebbe unita si cercherebbe togliere quello spirito di depressione che è in noi. Altri a parlare e il Sig. F. Rumore, e il Sig. Jo. Maggio.

La musica, per la magnifica serata fu gratuitamente fornita dal Signor, John Romeo Orchestra. La signorina Josephina De John, accompagnata dalla Signorina, Spagno cantò delle Romanze, il Sig. Jam Brocato canto Solo.

Rinfreschi furono serviti all'ultimo momento e la celebrazione non non poteva riuscire migliore, e il credito vada al segretario del comitato Sig. Gioacchino G. Guercio (Jack) il quale più che altri lavorò per il grande successo inviano 800. invitazione, e prepare per l'accommodamento delle sedie. Il Sig. Guercio a nome del comitato ringrazia tutti gli invitati delle società che intervennero alla patriottica dimostrazione.

Commemorazione Del Columbus Da Della Grande Loggia

Il grande successo sia dal lato morale e materiale nella celebrazione del Columbus Day da parte della Grande Loggia fu un onore per il comitato alla teste l'instancabile Grande Venerabile Sam Rannieri di Besemer.

Fu una grandiosa serata di gala per la fiorente gioventù Italo-Americana, come per tutti coloro che vi presero parte. La danza si trattenne fino a tardi ore, e centinaia di coppie giravano nei vortici dei profeti di un Valz, a l'altro, suonando dalla ben nota Orchestra del Maestro S. Gagliano.

Fu una serata di propaganda per il nuovo ordine Figli d'Italia in Alabama. Tutte le associazioni del distretto erano rappresentate.

Vicorsi furono fatti occasione elevando la grandezza del grande scopritore dell'America. La legiadra Signorina Lillie Faletta fu la sponore del ballo meritandosi applausi da tutti i presenti.

La U. S. P. P.

Questa società anche ella come ha sempre festeggiato il Columbus Day, volle continuare il suo programma di festeggiamento nel Roebuck Park, con elaborato programma, all'esta il Sig. J. G. Guercio come chairman, Aprì la cerimonia il Sig. Pres. Jack Bisio.

Il Regente Console fu l'oratore ufficiale della cerimonia, il Sig. Frank Ciccomardi e la Signorina Cefalu intrattenerono la comitiva con romanzina ed accompagnamento.

Ballo procedette dopo la cerimonia fino a tarda ore.

Il Sunday Movie

Sia la Camera bassa che il Senato la scorsa settimana hanno passato una mozione per la abolizione del "Blue Law" che esisteva sul riguardo dei teatri, costretti a rimanere chiusi la Domenica.

Con la nuova legge i teatri sono legalizzati di aprire la Domenica senza di essere inprocio di violazione di legge.

Un altro passo avanti nel progresso della libertà del popolo il quale per via di certe assurde legge la domenica non si era liberi di passare il tempo a suo piacere.

Sorrisi Di Culla

La famiglia del Sig. e Signora John B. Pava, 1628 14th Avenue, South sono stati allietati con la nascita di un bel maschietto.

Il Sig. E. Signora Angelo Liberto, 112 N. 14th St., anche loro hanno stato regalato un fan giulietto.

Sig. e Signora Peter Pillitteri 2845 29th Ave. N. con due gemelli un maschio e una fanciulla.

Sig. e Signora Sac Chirael, 2500 N. 19th St. un maschietto.

Congratulazione a tutti i suddetti parenti e neonati e gli auguriamo un mondo di buono avvenire.

La Signorina Maria Barranco

Gli amici della Signorina Maria Barranco, Prima Donna Soprano saranno lieti di apprezzare che la loro amica sia scritturata con la Chicago Opera Co. la quale a fatto la sua prima apparizione il 4 ottobre a Chicago, il 7 a Milwaukee, Indianapolis e nuovamente a Chicago.

Il Sig. Alfredo Salmaggi e direttore della Chicago Opera Co. e la Signorina. Barranco, è scritta come mezza soprano.

Congratulazione Al Sig Pucciarelli

Con piacere apprendiamo che il Rev. Arcangelo Pucciarelli è stato autorizzato di dare un corso di lingua Italiana nella scuola serata del Paul Hayne High School due volte la settimana.

Il Sig. Pucciarelli conduce una missione Battista italiana, gratulato nelle scuole superiori in Italia, e gratato nel collegio di Howard in Birmingham. In tempo della guerra mondiale fu Sergente istruttore nell'Esercito Americano.

Giovanissimo, attivo e con la sua strenua lotta si è elevato dalla cerchia ristretta del suo mestiere, salento sempre in alto.

Noi gli auguriamo buon successo e gli stendiamo sinceramente la nostra cooperazione a dispetto di coloro che già sempre di far il grugno perché non essent loro capaci, ne aver il coraggio de elevarsi dal loro meschino ambiente della cerchia del loro mestiere, e non vorrebbero altri che salissero in alto.

Maestro Carlo Di Prima

Rileviamo da un giornale di Cleveland, Ohio, che il Sig. Charles Di Prima, figlio del nostro Amico Sig. Onofrio Di Prima, di Enaley, Ala. conduce la "Ohio State Band" la quale presto servizio nella chiesa Presbiteriana di Redenzione a Cleveland, Ohio.

Il concerto dato in occasione di tale, che la stampa di Cleveland, ne ha molto parlato per il modo come il Maestro Di Prima deresse la sua Banda.

Noi ci congratuliamo di tale bella notizia ed auguriamo al Maestro Di Prima un grande successo con la sua Banda.

Tasferimento Del Trefetto Comm. Mormino Giuseppe

Il Commendatore Mormino Giuseppe di Suter e Prefetto della città di Padova, è stato trasferito nella Città di Genova, città marittima e molto più importante, della Penisola.

Il Prefetto Mormino è nativo di Suter, e cugli no del Sig. Jo Buzzanca di Birmingham.

La notizia la rileviamo da un giornale di Sicilia, e certamente tutti Suteresi, ne saranno lieti nell'apprendere questa lieta notizia nel vedere un loro paesano in una così alta carica.

Subscribe For Il Gladiatore

WHO'S WHO AMONG OUR AMERICAN FRIENDS?

Our great philosophers tell us the grandest thing in the world is character. "The universe pays every man in his own coin."

If you smile, it smiles with you in return. How few there are who bring more sunshine in our lives, who scatter gladness and cheerfulness wherever they go.

The successful man is cheerful and hopeful. He has a smile on his face, and meets everything that comes in the same way.

If you want to be well liked it is necessary to become what is called "a good mixer." Mutual understanding, and mutual cooperation the only one way to carry on a successful business.

Selfishness never brings one anywhere, and that is why we pay today the penalty of this present depression.

Shy people never have much magnetism because of their reticent nature. They repel friends instead of attracting them.

What I am giving you in this column about my friends has been personally tried and proven.

In the course of our social welfare and social work, in our city, are people not on the list of any payroll, who are doing humanitarian work with unselfishness and untiringly. "Oction speaks louder than words."

Mrs. J. J. Crittenden, for 2 long years has been the kind of beauty that far surpasses any other kind of beauty is a kindly helpful heart, and wish to brighten the lives of others; to scatter sunshine here and there; and good cheer.

There is Mr. McCall, of Western Grain Co. with a smiling face, genial and warm heart when he extends you his hand. He knows his business always respond to the call.

Have you met Mr. J. H. Weinberg of Birmingham Linen Supply Co? If not, then you have missed something. A friendly smile, optimistic nature and always pleases his customers.

Many of you know Dr. Tarrant, of Tarrant Land Co. as a Medical Doctor. He understands the human feeling. He speaks high for the Italians. He knows the Italians better than the Italians know themselves. Dr. Tarrant in his day was a good doctor, and now he is a good real estate business man.

The great painters like Raffaello, Da Vinci, Michelangelo, Murillo, etc., for their duration of their work, they supplied themselves with the best paint. The Sherwin-Williams Co. was their "Paint Headquarters." Cover the world, Mr. R. G. Britter the manager, call 3-1119, 2016 3rd Avenue.

There is one man that always you will find a smile on his radiant face, Mr. Stacy Williams of "Yellow Label Syrup." His products are the best on the market. For more health, more food value, better flavor, its yellow label. Truly a Family Syrup.

Mr. M. Frenkel of Peerless Laundry is another man who always shows his friendship and cooperation, do not forget to call on them.

Watts Newsome Company, operating Alemtie Co. of Alabama, 404 S. 21st Street. Mr. Newsom is a man of very high standing, positive and conservative. Distributors Alemtie Products Philco Radios.

Mr. Salmon, head of Liberty Overall Co. man of high vision and concise to his argument. He likes cooperation. Call on his place, 2111 First Avenue.

There is a gentleman with a great human feeling, who likes to absorb every word of your conversation. He extends his hand with a warm heart, Mr. Duncan of "Crystal Carbonic Laboratory, 124 S. 16th St.

Dr. L. J. Jones, M. D., very friendly with a best professional record in medical ethics and widely known among the Italians, call on him.

Every one knows Mr. Alex Kontos, the Fruit King Dealer. He comes from the land of legend, and also of Socrates, Plato and Homer. Fine gentleman to do business with. Call on him, 1721 Morris Avenue.

There is an old gentleman who cannot be forgotten. He knows his business, very friendly and satisfactory for his work, Mr. Murphy Henry, Spring Co., 1910 6th Ave. So. Any vehicle you need to be repaired, call on him.

There are other gentlemen that we should not forget. They are our friends: Dr. W. O. Bass at Protective Life Building, Dr. L. B. Strong, 2911 1-2 27th St. No. B'h'm.

There is an attractive young Italian lady, who tries to strive for the highest on the business forum. She is a charm, with a radiant eye and smiling face. For 7 years she has been sales-lady at Tony Ros Shoe Store at North Birmingham and now she cares one for herself, Miss Sara Romano, daughter of Mr. Sam Romano. We wish her success.

There is Dr. H. H. Bryans at First National Bank, Bldg., very friendly.

Mr. Cox, Asst. Gen. Mgr. of Bham Electric Co., a man of high standard, positive with a friend—smile.

Dr. D. E. Sneed, a man that will make you feel 20 years younger with his methods. He will make you feel 20 years rejuvenate your health. Go see him at Lyric Building.

IL GLADIATORE

Published Weekly By
IL GLADIATORE PUBLISHING CO.
 Post Office Mail Box 989
 Home Office: 991 So. 13th Street, B'ham, Ala.

FRANK MAZZARA	Publisher
ELVINO DI LAURA, Editor	Phone 75578
JOE DYNAMITE	Sport Editor
F. MAZZARA	Treas. and Gen. Mgr.
MARY GIORLANDO	Collaborator
Entered as second class matter at the Post Office at Birmingham, Ala., under the Act of March 3, 1879.	
SUBSCRIPTIONS	
One Year	\$2.00
Six Months	\$1.25
Single Copy	5c
Foreign	\$3.00

IL GLADIATORE gradisce da il benvenuti da tutte quelle comunicazioni ed articoli che nostri amici, lettori e corrispondenti vogliono mandare. Gli articoli devono essere firmati dall'autore.

Tutte le comunicazioni ed articoli per pubblicazione indirizzare li ha l'Editore. Articoli di attacchi personali e libelli non si pubblicheranno. Lettere anonime si accetteranno. Gli articoli che siano chiari, concisi e brevi. Nessuna comunicazione sarà restituita. Il giornale non è responsabile.

Punti Puntini E Spuntoni

Mentre Colombo e continuamente deriso da coloro che non vogliono vederlo con il Lauro della gloria, gli Italiani di questo distretto dovrebbero essere uniti a festeggiarlo, sono più che mai divisi.

Fin tanto che, certe teste grosse cercano essere più grandi che non sono ed esportare con il pavone, nessuna unità sarà realizzata tra questa crucifissata colonia.

La colonia sembra che progredisce continuamente continuando a creare nuove società. Sicuramente, ogni uno, cerca di creare qualche cosa a sua immagine, per essere in vista anche sapendo che tale creazione non è altro che fumo... senza arrosto.

Questo e' Sempre Stato, E Sarà il nostro grido sulle colonne di questo giornale.

Però noi non possiamo rimanere silenziosi quando certe persone che si attingono ad una certa aria di superiorità che non posseggono, e vorrebbero varcare oltre i limiti della loro meschina capacità, per annientare altri, allora noi lasciamo il nostro modesto limite di pazienza e gridiamo fino a che abbiamo fatto BASTA!

Noi parliamo con la nostra testa, e non già con la testa di altri, perciò sia diminito a coloro che strisciano alle pantofale del Reggente, e sappiamo, che loro non sono un punto più migliori di altri. Conosciamo a bastanza la loro capacità, e la loro popolarità in mezzo a noi. Quando sono soli, sono smarriti come a duna pecora nel deserto.

Questo e' un richiamo a quei piccoli incidenti successo ultimamente tra il comitato del festeggiamento Fascista.

Siamo umili e molto pazienti, ma non possiamo tollerare e ne tolleremo certo cose commesse da persone meno capaci di altri. Si imparassero il galateo.

Agitatori sono quelle persone che voglio non vedere le cose fatte con ordine ed equità, e le agitazioni sono create da quelle persone le quali non hanno mai conosciuta cosa è armonia e non vogliono eseguire quei mandati che vengono stabiliti.

Ed ora un' parola amichevole al Sig. Reggente Console. Lei che ha nelle mani i fili delle teste di queste persone, faccia che girino più armoniosamente sul palcoscenico della nostra colonia, se si vuole raggiungere a qualche compimento. Le i dovrebbe essere più neutrale, meno parziale e non gonfiare troppo le velli di certe persone per farle apparire di più di quello che non sono, perché gli fa più danno che bene.

Lei sa e comprende ciò che vogliamo dire, perciò facciamo una buona volta finita con certi meschini sottogatti, e mettiamo le spalle di ognuno alla ruota del progresso per una equa armonia. Per ora basta.

Noi abbiamo occhi che vedono, orecchie che sentono e naso che odora, perciò facciamo notare a certe autorità che non è col rivolgersi altrove per farsi alzare al sette cieli, perché qui vi è lo stesso materiale che farebbe molto più effetto se dassero quella sincera cooperazione.

Abbiamo sempre osservato però che vogliono usarsi solo per il loro ingrandimento senza dare quella reciproca cooperazione.

Dopo aver combattuto le idee ed iniziative altrui, se le rubano a uso e consumo loro.

Non credete che il conferimento di onoreficenza sia considerato come benemerito di coloro che lo ricevono, no, ma solo come sprone a più, ben fare, ed a perseguire l'opera, che non si dormi sugli allori raccolti... Più arduo e faticoso e il cammino e più gravi sono le responsabilità dell'ambito onore.

Se onoreficenza doveva darsi (per merito) era al segretario della esiozione Sig. A. R. P. il quale più altri deite tutto il suo assiduo lavoro e capacità.

Il terreno si sta preparando per altre onoreficenze coloniali. Altri Astri lucenti, sembrano che appaiono sul nostro pianeta teraqueo; se voi osservate tra le righe di certi giornali, troverete come le scimmie dei giardini zoologici, si strigliano l'uno con le altre.

E' una continua metamorfosi di evoluzione che si constata per gli ultimi 16 mesi nel segno di questa laboriosa comunità Italo-Americana.

Buon Viaggio

Il Dr. V. A. Camera, il quale si era già stabilito in questa città mesi fa e' partito alla volta d'Italia per rivedere i suoi genitori, e per un corso speciale nell'Università Medica di Roma e Napoli.

Il Dr. si tratterà vari mesi in Italia, e nuovamente ritornerà tra noi in Birmingham, nella primavera.

Gli auguriamo buon viaggio, e buon successo e presto ritorno.

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Seduta: Seconda Domenica del mese.

North Birmingham Hall.

LA SOCIETA' ORDINE FIGLI DI SICILIA

Gli ufficiali rieletti sono Jo Giardina Pres. Carlo Mazzara Vice-Pres. Frank Mazzara Segr. Di Finanz. Calogero Varagona Tesoriere, Elvino Laura Segr. di Corr.

Ballard and Ballard

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La Citta' Genova Al la Citta Di Birmingham

In ricorrenza del Columbus Day, un grosso volume di 300 pagine contenente documenti indisputabili sulla originalità dello scopritore di questo continente.

Il volume è stato appositamente fatto dalla città di Genova sulle ricerche di numerosi ed autentici documenti presi nelle vere biblioteche di Europa, e dei vari scrittori di storia su Colombo.

Genova, voluto mettere fine all'e sempre stralambate ed assurde notizie sparse dai vari nemici di Colombo che lo vogliono far essere di nazionalità straniera fuor che Italiano. Il volume fu presentato al Presidente della città Hon al J. M. Jones, Jr., da un comitato alla testa il Vice Console Reggente locale.

Il volume sarà preservato perennemente nella Bibbia teca della città.

Eco Della Mostra

La Corte d'Appello dello stato di Alabama confermava la contanza di pagamento contro il comitato della mostra dell'arte italiana che ebbe luogo l'anno scorso, a favore del John Romeo Orchestra.

Nel settembre del 1931 il Sig. Romeo fornì la sua orchestra per il "Talia Pagend" e per extra lavoro fatto dall'orchestra per la preparazione del Pagend fu di circa 135 dollari che il comitato si rifiutò di pagare, e fu portato in corte, ed in due occasione la corte inferiore sentenza il comitato mostra dopo aver veduto l'evidenza.

Il comitato si appellò alla corte superiore, ma anche qui l'Alta Corte riconfermo la sentenza, e di qui il pagamento ed il costo delle spese da parte del comitato.

A noi ci duole di certi ingidenti che si avrebbe potuto far di meno di andare nelle aule delle Corte, ma sia questo un insegnamento ha coloro che spese volte vogliono saperne di altri.

D. E. SNEAD, D. C., Ph. C. Chiropractor

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SOCIETA' FRATELLI BANDIERA gestione 1932, Gadsden, Ala.

Angelo Pardi Presidente; Vito Culla Vice-Presidente; Filippo Cusmano Tesoriere; Tony Plaia Segr. Corr.; Joe, Busceti Seg. di Fin. Carlo Virgone e Carlo Bonicatti curatori; Tony Cascio e Luigi Pillitteri, Intermediari; Jack, Cuscano sergente d'armi.

Il Festeggiamento Del Columbus Day A Gadsden, Ala.

La società, Fratelli Bandiera che è membro della Federazione delle Socita Italiane del Sud, commemorò il Columbus Day con una grande manifestazione dove le autorità della città vi presero parte.

Dopo la commemorazione fu dato un banchetto con ballo fino a tarda ore della notte. Il Sig Pardi, Presidente della società fu chairman della festa con la cooperazione del Sig. Antonio Plaia segretario, Sig. Carlo Virgone, espres della Federazione; V. Rumbalo, Antonio Cascio, G. Cuscano, membri del comitato.

La cerimonia fu impressiva ed indimenticabile nella comunità italiana di Gadsden, Ala.

LUCIA SAYS:

The first radio program I ever listened to was via the telephone.

When someone becomes engaged, somebody always wonders what he (or she) saw in the other.

I do not think the Prince of Wales handsome.

If everybody DID mind his own business he would soon find he didn't have time for anyone else's.

It's odd but water in a cup taste like milk to me.

Some women try to be like others—and others like themselves.

We should condone rather than condemn each other tactics.

Even though brown is stylish for men, some ought not wear it.

Soft music is medicine for most any mood.

Now that girls wear long dresses, the poor boys can't tell whether they roll their hose anymore.

Yvonne said to think what a burden life would be without romance. (But, shucks, some people think love is silly—or something.)

Not frequently you'll meet some couple who care for each other because they usually disagree.

Some boys go around showing off the wife and others just don't.

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Announcement

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We are pleased to serve our many friends and customers at our larger location, 1813-4th Avenue North, Phone 3-2775.

C. E. Stroud, Mgr.

LUTTO.

La Signora. Maria Greco di anni 60, moriva nella sua residenza al numero 925 8th St. S. H. giorno 12 c. m.

I funerali ebbero luogo nella chiesa di Our Lady of Sorrows, venerdì 14 c. m. Nella sua morte lascia dietro di se il marito Sig. S. Greco, 6 figli Chierly, Sam, Joe, Tony, Frank, e John. una figlia Signora. John Cefalu, e due fratelli Sam e Chierly Cerniglia.

Alla famiglia a Greco vadono le nostre sincere e profonde simpatie di condoglianze.

Who's Who Among Our Friends?

For Express Service and low rates, call Birmingham Motor Freight Terminal, 1901 Ave. S. Telephone 3-5171. Mr. C. I. Gullatt, Jr. Manager. Ship by track everywhere, best service.

Demand for Mother's Old Meal Cookies, at all stores, baked in Birmingham, always fresh, Austin's Bakery, 1021 N. 16th St., Tel. 3-4857.

Do not forget your gas in your car, stop and see Elliott Filling Station, 2600 7th Ave. S. Telephone 4-8118. Mr. Dan Moss is a very fine chap and ready to wait on you with a smile.

For moving your furniture or any things, storing and packing, do not forget to call the "FLEMING" Transfer and Warehouse Co., 2305 Morris Avenue, Tel. 3-7113.

FRIGID FRIENDSHIP

Has our friendship taken a fling And departed on endless wings? Or has it withered away Like last summer's rose? Maybe Into the distance it slowly ran... Like the charming dance of Saraband. Surely there is something left, Something nestled in your heart, perfectly kept. Still, it may have vanished. I don't know... There are gray clouds since our friendship is cold; Seems that we're parted like the poles. Yet I feel the same—even caress My memories of you in hap-pi-ness. Like a fresh Spring rose that will live Only if we continue to be friends—I hope we will.

LUCIA MUSSO



"I want my Telephone put back, please"

ALMOST daily people who discontinued their telephones during recent months are ordering their service restored. They found that the small cost of the service had been repaid many times each month in convenience, in time and actually in money saved.

Others missed the close and personal contact with friends made possible by telephone service. Still others mentioned the loss of many pleasant, impromptu social gatherings when their friends were unable to reach them by telephone.

It is all true—what these subscriber friends of ours say. Telephone service costs so little and its value is so great that it really doesn't pay to try to do without it.

SOUTHERN BELL
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For plants and seeds for your gardens and your farm, go to Gorman Seed Company, 2330 2nd Ave. N. Lowest prices in city and their seeds never fail.

When you need Live Stock, call on Mr. J. A. Pate, fine, pleasant man to deal with and very friendly, 2100 N. 16th St.,

La Lingua Italiana Nelle Scuole Americane

CONTINUED FROM PAGE 1
e nell'Università.

Sulle colonne di questo giornale insistentemente non è mai mancato di richiamare l'attenzione ha colore che hanno nel cuore l'amor di Patria di insistere alle autorità scolastiche che la lingua italiana è tanta necessaria come lo è il Francese, Tedesco e Spagnolo.

Il primo indizio ad insegnare la lingua italiana in scuole americane in questo distretto fu l'Avvocato Augusto G. Geniesio, ma per altrisimo di cerce invidiose persone, gelosi per istinto, gli fecero perdere il posto.

Due anni fa, per iniziativa della Signora, Orsolina Tancredi Grande Segr. della Grande Loggia O. F. D'I. portò la questione innanzi a questa organizzazione per agitare che l'italiano sia insegnato nelle scuole, Americane, e un comitato fu organizzato a tal scopo per portare la questione, sia ai genitori che mandano i loro figli alle scuole ed agitare nel richiere l'attenzione delle autorità scolastiche, sia direttamente alle sue poste autorità.

Tale agitazione sempre hanno portato dei frutti e in varie università apprendiamo che hanno riconosciuto necessario che la lingua di Dante sia messa ai ruoli scolastici come tutte le altre.

Apprendiamo anche che nel Y. M. C. A. il Reverendo Pucciarrelli da un corso di lingua italiana in quella istituzione. Il Reverendo Pucciarrelli conduce una mission religiosa Battista.

Nello Stato del Tennessee, a Nashville, la lingua italiana si insegna da un 15 anni il Prof. Primom Bartolini, laureato nell'Università di Bologna, San Carlo Università Svizzera, da lezione di lingua classica Italiana Tale agitazione per l'insegnamento dell'italiano in tale Stato furono condotte dal Sig. Elviro Di Laura, ora Editore del Il Gladiatore.

Per Tutto questo mese venite a vederli nel nostro negozio per comprare della paint voi ricevete gratuitamente la paint per epittare una parte della vostra casa.

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Building Sway May

Make Stenog Sick
Columbus, Ohio. "Stenography of the future may become ill in lofty offices, be rushed off to a physician and hear him say they are suffering from a synchronous swaying of pedulous fingers."

Prof. Clyde T. Morris, Ohio State University engineer, said here that something like sea-sickness may occur in upper stories of tall buildings. Commonly, he said, it has been believed this was caused by the swaying of the structure in the fresh winds of the lower skys. But, in fact, it is the swaying of the fixtures.

Experiments in the American Insurance Union tower here, the tallest structure west of New York showed away of only one-tenth of an inch in a 30-mile wind at the thirty-seventh floor.

Gets License; Kills Self Before Fiancée

Buffalo, N. Y.—A young man who had obtained a marriage license, shot himself with a .22-caliber revolver, shot himself through the heart in the city court room here recently. The girl witnessed the suicide.

Thousand Carat Gem

A sapphire of record size, said to weigh 1,000 carats, is reported to have been discovered near Mogok, in India, in a mine owned by some poor Burmese. The largest sapphire known was the Jewel cut in the shape of a cluster of flowers which was displayed in the Bombay court at the Empire exhibition at Wembley. It weighed 210 carats. For many years the sapphire had been used as a paperweight by an Indian state official, who did not suspect its value and had allowed his children to play with the jewel. It was found when a history going back to the Twelfth century.

Liama Faithful Friend

To Indians of Bolivia. The llama is an animal which stands from 3 1/2 to 4 feet in height, with a long neck, which makes her a much taller. She is covered with a very fine wool—black, white, gray or brown in color. She is a graceful animal, with the step of a woman and having the timidity of the gazelle, and the arrogance of the camel, says a traveler. The llama is the faithful companion of the Aymaras, or Bolivian Indians. Everything she has is for him; he eats the meat of the llama; he uses the wool to make ponchos (blankets) or cloaks, hats and shawls; he makes harness and futes from her hides and ropes and sandals from her hide. The llama understands, recognizes and loves her master, making him a strange or enemy of the Indian, as he does not conceal her dislike and will have nothing to do with him, often spitting in his face. She is a economical animal, for her master never has to worry about her food. She takes it when she wants it from the wayside, eating straw and vegetation. Like the camel, she, too, can go many days without water. The llama is used more for transportation than anything else. She carries from 50 to 60 pounds. Some carry 80, or even 100 pounds, but she knows her capacity and refuses an extra ounce. She is dear to the hearts of all Bolivians.

Food Value of Tapioca

Discovered in Odd Way
"Tapioca," which is of native Brazilian origin, is the name applied to a vegetable food obtained from the starch in the roots of the plant known as bitter cassava, which is indigenous to tropical America. According to a Latin-American tradition, the food value of the cassava root was accidentally discovered by a Spanish explorer lost in the jungles of Brazil. He had heard from the Indians that the sap of the cassava plant was highly poisonous, and, preferring a quick death by poison to a slow one by starvation, he ate a bowl of soup prepared by boiling cassava roots in water. Instead of dying he lived to tell the world how this pleasant and digestible food saved him from starvation. As a matter of fact the milky juice of the bitter cassava is highly poisonous and therefore cannot be eaten in its natural condition without danger, but the application of heat, as the explorer discovered, destroys the poisonous property.

Precious Metals in Use

As Standards of Value
The gold standard is the measure of values in a monetary system; in other words, if we wish to compare the values of certain articles, we say that one is worth so much gold, another is worth more gold, another is less, etc. Before the invention of money, all exchange was by barter or trade. In the early history of this country, such objects as wampum, shells, salt, tobacco and beaver skins were used as token money and all were as good as money as long as they were accepted as standards of value for several reasons; their value is large in proportion to weight, they are easily carried and non-perishable, and, especially in the case of gold, their values change but little from place to place. The native Americans used both gold and silver as standards for their coins, then from the Seventeenth to the Nineteenth century the double standard was in general use, then Great Britain and later the United States and other nations adopted the gold standard. In this country the gold standard imports no restriction on gold imports or exports, and denouement of currency in gold coin, and the change by the mint of all gold offered it, Britain abandoned the gold standard, this involving the abandonment of some of these.

YOUTHFUL STRENGTH

Dr. Magnus Hirschfeld, the world-known authority on Sexology and Director of the Institute for Sexual Science of Berlin, Germany, created

TITUS-PEARLS

to help the millions of men and women who have lost or are losing their vital physical power. In his 35 years of practice and research, however, he realized that the weakening of man's glands was also responsible for other troubles. High blood pressure, hardening of the arteries, physical exhaustion after work or exercise, dizziness, depression, neurasthenia, etc.

All these troubles can be removed with Titus-Pearls. Numerous cases were treated by Dr. Hirschfeld in his Berlin Institute. L. S. (State Official), 60 years old, married) complained of physical exhaustion, dizziness and tremors. Was easily tired. Mental powers dull and slow moving. Physical powers had been in complete for previous 5 years. Blood pressure too high. Given 2 Titus-Pearls 3 times a day. 2 weeks later the medical report on this man was:—General health better, more vigor; dizziness, much less and returning of power. Treatment continued and 2 weeks later L. S. reported again, this time to say that all weariness and exhaustion had gone; he felt fresh and buoyant. His blood pressure had fallen, and at 60 years of age he had regained the physical power and virility that he had known in the prime of his life. Start regaining your youthful vigor now! To-day in 2 weeks time you will be aware of the new, virile force within you. Send \$5.00 (cash, registered or money-order) for 2 weeks treatment. To avoid mistakes please fill out the following coupon:

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That's why ships of lean years are on the shore,
Who's cargo is hunger, punishment and woe,
The brands that would clean souls of any ungodly dope.

Our Master must, Our love restore!
That's why the populace dwells in rue, its malediction,
Ortimes He has belated, for Him they've had no commiseration

The former Mr. Owner is now Mr. Disowner dimal and sore.

Our Master must, Our love restore!
That why ponderous sorrow He has sprinkled in the atmosphere,

To eradicate from the core,
Snubbers' noses, high hats and hard hearts of Dears.

Our Master must, Our love restore!
That's why depression He has sent—Instrumentally
To reconstruct our admiration for Him, Therefore
Offer prayers and supplications to Him, that are essential.

Our Master must, Our love restore!
For unplaced are many, They've omitted Him from their hearts and minds.

Remember He's magnanimous, He demands veneration sublime,
If better days soon He would bring to your shore.

Original—Jana Clair Rumore.

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By taking advantage of this supreme "HOLLANDIA" collection you can make your home and garden a Flower-Paradise for \$8.00.

In view of the large number of orders which come in daily, we kindly advise you to order early. Please write your name and address clearly on every order. All correspondence, orders, etc. must be strictly addressed to:

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Police Commissioner Mulvaney also held one of a prior, but this was a yellowman porter. He had once been a police officer and he wanted to know what chance he had to get his job back. His total tips on a chair car run to Syracuse and back he had 75 cents. He had lost interest in the railroad business.

Reetta Forbes, traveler and novelist, has lost a bit of faith in charms. One night in Persia she came to the cave of a minor prophet; who gave her a very superior snake-skin, guaranteeing to bring immediate and lasting luck. The next morning her car got stuck in the mud and it took five hours to get it out.

Podestà Riddled

Mr. James Macintosh (1775-1850), eminent statesman and lawyer, had such a pedantic outlook on things that Sydney Smith (1771-1845), English porary divine and wit, said that a Markington association of "pope" would probably run after the pope. "Pepper may philosophically be described as a duty and a duty as a duty. It is an object of commerce, as a duty rather of contentment than of which, dispersed lightly over the surface of food, with no other rule than the caprice of the consumer, communicates pleasure rather than of taste nutrition, and by adding a tropic flavor to the gross and succulent viands of the North, approximates the different regions of the earth, assimilates the objects of commerce, and brings the industry of man."—Exchange.

Origin of Handshake

"How do you do?" you say when you meet a friend, and instinctively you shake hands with him or her. But why do you do it? Shaking hands is such a common form of greeting that we rarely take the trouble to consider why it is so. In the warlike time of centuries ago, when it was the custom to be armed, men took the dislike to the prevention of grasping each other's right hand when they met, so that if one of them should prove hostile he could not seize his sword or dagger from the ancient habit of grasping the weapon hand grew up our modern custom by offering our right hands to be clasped by friends or acquaintances.

Charta's Highlights

Mrs. Magna Charta's most important articles are those which provide that no freeman shall be taken or imprisoned or outlawed, banished or excommunicated except by the lawful judgment of his peers or by the law of the land, and that no scutage or aid shall be imposed on the kingdom (except certain feudal dues from tenants of the crown) unless by the common counsel of the kingdom. The remaining and greater part of the charter, directed against abuses of the king's power, as feudal superior,

YOU KISSED ME

You kissed my lips dearly . . . Tenderly, loving me quiescently; You kissed my cheeks—I shan't forget For they are burning yet!

You kissed my violets, flowers of our love; I swayed in your arms watching the moon above, You kissed me, gallant lover, Eventually I long for another!

You kissed the waves in my hair With such gently care; You kissed my heart . . . My singing lark!

You kissed me through . . . How can I forget you?

LUCIA MUSSO

SONGBIRD

I heard a song; sweet it came, From a serene, blissful place, With the birth of dawn it was a flame Rapturously reeking an aching heart.

Oh, suave voice, why did you fade When your songs lifted me Into your gleaming paradise parade? Why not sing again, O Songbird!

LUCIA MUSSO

THE YOUNG IDEALISTIC MAN

I saw him once in a dream quite vague, Yet, in my heart he continues to stay. He's charming as a prince, is he— This young idealistic man so gentlemanly.

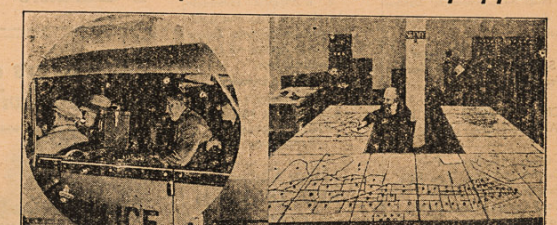
I saw him; met his gaze, Enchanting, glamorous as a touch that designates Radiant beams which continue to burn Throughout me like magic firm.

I saw him extremely considerate, With ideals so intrinsic! A pal, a lover—so perfect— Remains young and idealistic for eternity.

I shall see him again, Not in dreams, not in vain, For he shall venture forth in reality— Jovial, serene, idealistic, my own in propinquity!

LUCIA MUSSO.

"Call the Police" Gets Quick Results When Department Is Radio Equipped



Above in the foreground is the dispatcher in the radio room at Police Headquarters in New York surrounded by maps of the city's boroughs. Each radio equipped police car is represented by a metal disc on the map, and as the dispatcher receives a call, he writes out an order for the nearest car and hands it to the announcer, who is shown at the speech-input panel in the left background. Lower photograph shows telephone room in Chicago Police Headquarters where incoming calls are received, and whence orders are sent out over the air to radio equipped cars such as that shown in the circle.

In a growing number of communities a voice is being added to the long arm of the law. Beginning with experiments started by Detroit police in 1921, radio telephone systems are now used in the apprehending of criminals by the police departments of eighty-three states, counties, and municipalities.

The system finally evolved in Detroit of broadcasting, over a short-range station, information to cruising police cars equipped with radio receivers tuned to that station alone is, in essence, the system universally adopted. Experimental work carried on in such other cities as Berkeley, Cal., and Chicago, Ill., as well as the designing of special apparatus by reliable electrical manufacturing companies, contributed to the development of police radio.

Telephone Call Speeds Police
The cooperation of the telephone system in law enforcement is the agency of the police radio telephone for the public is coming to realize that the quicker a warning is telephoned in to police headquarters, the sooner a car full of officers will roar to the scene of a crime. The New York Police Department recently distributed 100,000 posters and pamphlets, urging the public to "Phone the Police" when danger threatened.

Almost all crimes are witnessed by some one. Unless the victim of a crime is incapacitated, he can raise the alarm soon after his commission. Passers-by, neighbors, or other disinterested persons can see a misdeed take place and can, without risk, telephone the police. Again, burglar alarms or other

automatic devices notify police headquarters at the very time a crime is being enacted. Headquarters is informed quickly, as a general rule.

But, prior to the advent of the police radio telephone, it had taken headquarters too long to relay this information to those in a position to give chase.

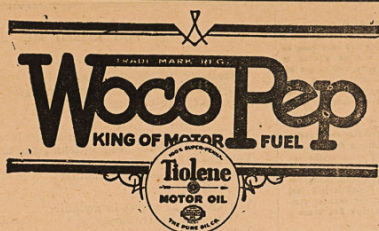
Nearest Car Is Sent to Scene
All other systems have had limitations. Either the policeman has had to go to a designated place at designated intervals and put in a call to headquarters, or the message sent out by headquarters had gone only to certain designated points. Valuable time was lost in any event.

Now, when an alarm reaches police headquarters in those communities equipped with radio telephone, it is broadcast to radio-equipped police cars within a few seconds. The police automobile closest to the scene of the crime is ordered into action. Further information can be given the car while it is racing through the streets. Knowing what to expect, it reaches the scene within a few minutes after the notification of headquarters—quick enough in many cases to catch the criminals before they can get away.

Fast Work Is Now Possible
It is estimated, for example, that a radio police car will reach any spot in the five boroughs of greater New York within three to three and a half minutes after the notification of headquarters. Detroit, with more experience in the use of the radio telephone than any other city now gets its patrol cars to the scenes of crimes in an average time of less than one minute after the report to headquarters is received.

The satisfaction felt by police officials who have had experience with the police radio telephone was recently expressed by Commissioner W. William P. Rutledge of Detroit, whose active interest in the development dates from shortly after the establishment of the first commercial broadcasting station.

Detroit Cites Efficiency
"Sneaking criminals is a radio network, woven by broadcasting to radio-equipped patrol cars," he said, "has become a matter of seconds. Murderers have been caught at the scenes of crimes before they have had a chance to dispose of their weapons. Burglars have been captured while still plying up their loot in homes. Bewildered automobile thieves have grasped as the police cruiser roared alongside of them within a few minutes after they had stolen a car. Speeding hit-run drivers have been seized. These have been rabbed while still in the act of robbing their victims. Bank stickup men have been in handcuffs within 60 seconds of the time they fled from the bank.



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THE ELMWOOD CORPORATION

Service per informazioni

DR. A. V. CAMERA, M. D.

Siamo lieti annunciare agli amici e connazionali che il Dr. Camera, ha aperto il suo ufficio al First National Bank, No. 709; ore di ufficio 11 A. M. alle 2 P. M. Phone 4-1549. Res. Phone 6-9141.

Abbonatevi e Di Fondete Il Gladiatore

Per la Legalia Della Birra

Sia la camera che il senato nello Stato di Alabama, la scorsa settimana avotato per l'autorizzazione di vendere la Birra non alcolizzata o sia il Near Beer. Sta ora al governatore Miller di firmarla, e certamente non mancherà a firmarla, e certamente non mancherà a firmarla perche lo Stato ha bisogno di fondi per pagare le sue spese e con la legalizzazione della vendita della Birra, milioni di Dollari saranno riscossi per mezzo delle licenze.

Lo Stato di Alabama era il solo che non aveva nel mercato la vendita del Near Beer.

La legislatura vera anche vorrebbe per l'apertura dei negozi la domenica. Sembra che si fa un passo avanti.

Passengers on Dozen Ocean Liners Can Talk with Land while in Mid Ocean

The twelve ships sketched on this map are all equipped with ship-to-shore telephone service. They are the S. S. Leviathan, Majestic, Olympic, Homeric, Empress of Britain, Monarch of Bermuda, Deutschland, Bremen, Europa, Albert Ballin, Hamburg, and New York. Right: A passenger telephoning while aboard the S. S. Leviathan. Left: Technician in Long Distance headquarters building in New York, where transatlantic and ship-to-shore radio telephone calls are switched to the country's wire telephone lines.

During the past summer, the number of transatlantic liners having radio telephone service with North American points while the vessels are at sea has doubled. The addition of six vessels of the North German Lloyd and the Hamburg American lines brings the fleet of liners so equipped to a round dozen. As in the case of the six ships already included in the ship-to-shore service, the newly added vessels reach the Bell System land telephone lines through the radio telephone stations of the American Telephone and Telegraph Company at Fort River, N. J. and Ocean Gate, N. J.

Can Reach All Bell Telephone Each vessel while at sea is able to reach all Bell telephone, as well as those connecting with the System in the United States, Canada, Mexico, and Cuba. Through ship-to-shore telephone stations in Europe, the liners may hold conversations with points in the British Isles and on the continent of Europe.

The first of the vessels to be recently included in the service was the S. S. Deutschland, which was added to the telephone-equipped fleet early in May. On June 7 the Bremen was added to the list, followed within a few days by its sister ship, the Europa. During the next four weeks the Steamship Albert Ballin, Hamburg, and New York were included in the service, in the order named.

Voices Switched to Land Lines The apparatus on all six of these liners is owned and operated by the D. E. B. G. German radio operating company. A voice spoken by a passenger is carried by radio waves or from the ship to shore by cable to the New York receiving station of the A. T. and T. Company. Here the radio waves are demodulated and the voice waves pass over land wires and cables to the control room in the new Long Distance Building at 22 Sixth Avenue, New York. At this point the ship-to-shore operator

routes the call over the appropriate long distance line to its destination. The answering voice follows the same route back through the Long Distance Building in New York City, thence traveling over land wires and cables to the ship-to-shore transmitting station at Ocean Gate, N. J. There, by means of directional antenna aimed at the ship's course, the voice is dispatched by short wave radio to the liner as it plows through the waters of the North Atlantic.

Service Was Begun in 1929 The first vessel to be equipped for regular commercial ship-to-shore telephone service was the Leviathan, to which service was extended in December, 1923. The following Spring the service was extended to the Majestic, Olympic, and Homeric of Britain of the Canadian Pacific Line, and the Monarch of Bermuda of the Bermuda Line.

Scientific Follies The so-called "seven follies of science" are the quadrature of the circle, the duplication of the cube, trisection of the angle, perpetual motion, transmutation of metals, detection of gravity and the elixir of life.

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Ven. Andrea Muselmanna Ass. Ven. Martino Cantesano Oratore, Ciriaco Campisi Sgr. Arch. Vincenzo Aloisi Sgr. Fin. Vincenzo Lanza Tesoriere, Lorenzo Lovoi Seduta: Fourth Domenica di mese. Columbus Hall.

SOCIETA' U. S. P. P.

Pres. Jack Biviano Vice-Pres. John Cefalu. Tesoriere, Frank Rumore. Sgr. Arch. Roberto Baranago Sgr. Corr. Jack G. Guercio. Sgr. Fin. Charly Scalo Vice-Sgr. Jo Pilato Seduta: Prima Domenica di mese. Fraternal Hall.

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In Good Times and Bad —Your Service Improves

Some of our customers have commented favorably upon the fact that telephone service is better than ever, despite the depression, and that their telephone friends seem as anxious as ever to satisfy the individual needs of subscribers.

This is gratifying, but quite natural when one considers that service comes first with telephone people and that they regard it as a serious obligation to serve the needs of the public efficiently, twenty-four hours a day, in good times and bad times.

During the past ten years the number of telephones in practically every community has doubled, and in some instances trebled. With this growth the service has become more complex but there has been a constant improvement due to scientific inventions, new methods and practices and a more skilled and experienced personnel. The value of the service has grown to the extent that it is regarded by many as the cheapest form of service that can be bought.

That the increased quantity and quality of the service has not been accompanied by a greater cost to the user is because of economies effected by new inventions and practices which have been passed on to the telephone user in the form of more and better service.

Although your telephone company has suffered a serious loss in telephones and an enormous loss in revenue, there are still many more telephones in service than there were five years ago and the cost, compared with the value, scope and quality of the service is much less than it ever has been.

Telephone people have faced the depression cheerfully. They have accepted shorter hours in order that the work might be spread among as many as possible and with a determination to fulfill their obligation to render the best possible service at the lowest possible cost consistent with financial safety.

SOUTHERN BELL Telephone and Telegraph Co. (BELL SYSTEM)

Ditelo con i Fiori Montgomery's Flowers, Inc. PHONE 3-2135 2006 Fifth Avenue N. Birmingham, Ala.

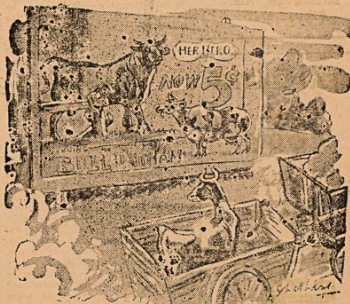
THOSE WHO REALLY KNOW PREFER ICE

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First National Bank

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Three's A Crowd



EVEN in bovine circles "Her Hero" is an object of interest. At least it would appear so from this cartoon. Since the psychology of cows is still a mystery to most mortals, just what the third quadruped in the picture is thinking remains an unknown quantity. Perhaps it is just another version of the "eternal triangle." The center of attraction, "Bull" Durham, who recently appeared with an admiring hostess as a poster-man, is one of America's oldest and best known trade-markers. Bred in 1865, very shortly after the close of the Civil War in Durham, North Carolina, where the product he represents was first and still is made, the "Bull" was used in one of the pioneer outdoor advertising campaigns. Four groups of painters were sent out from Durham to paint the "Bull" on every available space they could find. They traveled the four points of the compass and thus the "Bull" penetrated to Texas, the Pacific Coast, the Western Plains and to New England. Since his debut on sign boards, the "Bull" has been seen many a time on the printed page, a medium the possibilities of which were unknown in those early days. "Bull" Durham has since become world famous. In South America, in Africa, in the Orient and in the South Sea, he is known and welcomed. During the World War, he was the Doughboy's buddy, and now, when economy is in favor, he is more popular than ever.